



P.O. BOX 271102, CORPUS CHRISTI, TEXAS 78427

November 4, 2020

*FY 19-20
Outside Agency
Report*

Commissioner Brent Chesney
901 Leopard Street, Ste. 304
Corpus Christi, TX 78401

\$ 5,000 - Commissioner Pct 4

Dear Commissioner Chesney,

On behalf of the Board of Directors of the Je'Sani Smith Foundation, I would like to extend our deepest gratitude for the generous contribution of \$5,000. This year, more than ever, the monies allocated to the Je'Sani Smith Foundation provided tremendous support in effort to raise awareness about Beach Safety and the hidden dangers of Rip Currents on our beaches. Below is the final breakdown for the funds, which was spent according to the terms of our agreement. Funding was received on August 4, 2020.

8/4/2020	Cellophane Bags for Beach Safety Educational Material	\$75.66
8/24/2020	Beach Safety & Foundation Decals	\$210.00
8/28/2020	Je'Sani Smith Foundation Banners	\$492.32
9/28/2020	SCRIPPS KRIS 6 Communications, Public Service Announcements	\$4,280.00
Total Spent		\$5,057.98

During the period of August 4, 2020 - September 30, 2020, the Je'Sani Smith Foundation with COVID-19 numbers easing in September, volunteers were able to be more active for Labor Day weekend. Approximately 20 volunteers participated in beach safety awareness activities. Stations were set up at area beach entrances, to include Port Aransas, Horace Caldwell Pier and close to lifeguard stations to provide beach safety information packets to beachgoers. All volunteers practiced CDC COVID-19 protocols.

We worked with SCRIPPS, KRIS 6 Communications to run a 15 second public service announcement through September 2020 (continues to broadcast to date), and an additional campaign is in progress for Spring Break 2021.

Spring Breach 2021 Campaign Summary:

Coastal Living segment to educate and provide awareness as well as solicit volunteers and donations.

RECEIVED "KEEPING US ABOVE WATER"

The Je'Sani Smith Foundation is a 501(c)(3) charity.

Donations are tax deductible.

Tax ID: 84-5166213

JCM NOV - 5 2020

Nueces County
Commissioners Court
Administration



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Broadcast television campaign is targeted to reach 84,834 adults 24+ through KRIS, the CW, KAJA and KDF, with 50 commercial announcements expected to air late February through early April 2021. KRIS 6 will match our commercial schedule and air PSA 50x for a total of 100 messages per month. Each commercial will be translated in the Spanish Language and broadcast on KAJA Telemundo.

The public service announcements will include a 30 second personal testimony from the mother of Je'Sani Smith and two, 15 second bookends, featuring lifeguards.

Although we have seen a reduction in rip current related deaths at our beaches in 2020, we still had tragedies resulting in families losing loved ones. The funding received from your Court allows us to continue the important work that we do to raise awareness and save lives of beach goers who visit our beaches right here in Nueces County.

Should you have additional questions or need additional information, feel free to reach out to me at (361) 563-7617. And thank you, again, for your continued support and generosity.

A handwritten signature in blue ink that reads "Kiwana Denson".

Kiwana Denson
Founder & President

www.jesanismithfoundation.org
beachsafetyadvocate@gmail.com

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